1-18.   (Canceled).

19.   (Currently Amended)   ~~A system for estimating a fraction of people having a specified demographic value that both shop in a specified retail store and live in a specified block region, comprising:~~ A system for estimating a fraction of people living in a block region near a retail store and having a specified demographic, that shop in the retail store, comprising:

a transaction data database;

a block data database;

a computer system having read and write access to said transaction data database and said block data database; and

wherein said transaction data database stores a plurality of consumer records for customers of said retail store, each one of said plurality of consumer records including at least a CID data (consumer identification data) field indicating a consumer CID, fields for transaction data indicating transactions that occurred in said retail store, and at least ~~and~~ a first assumed non-transaction demographic data field for said specified demographic; and

wherein said computer system is programmed to determine from said transaction data associated with the corresponding one of said plurality of consumer records, whether to store a first demographic value in the corresponding first assumed non-transaction demographic data field associating said specified demographic with the corresponding one of said plurality of consumer records;

~~storing assumed non-transaction demographic data for customers of said retail store;~~

wherein said block data database stores at least one block data record for a geographic region near the location of the retail store, each block data record storing, for its corresponding geographic region, a number of people or consumers residing in that region ~~, and a number of people or consumers~~ having ~~said specified demographic value~~ said specified demographic; and

means or code for using at least data stored in said first assumed non-transaction demographic data fields for records in ~~both~~ said transaction data database and number of people residing or consumers in said region stored in said block data database to estimate said fraction ~~of people having said specified demographic value that both shop in said specified retail store and live in said specified block region.~~

20.   (Currently Amended) The system of claim 19 further comprising means or code for generating a decision whether to target market to consumers associated with said specified demographic ~~value~~ that live in said geographic region.

21.   (Currently Amended) The system of claim 19 further comprising means or code for determining a number of consumers associated with said specified demographic ~~value~~ that

live in said geographic region.

22.   (Currently Amended) The system of claim 21 further comprising means or code for determining whether to target market to consumers in said geographic region based upon either said number of consumers associated with said specified demographic ~~value~~ that live in said geographic region or an estimate of a ratio of number of consumers associated with said specified demographic ~~value~~ that live in said geographic region to total number of consumers that live in said geographic region.

23.   (Currently Amended) The system of claim 19 further comprising means or code for determining an estimate of total value of goods purchased from said retail store by consumers associated with said specified demographic ~~value~~ that live in said geographic region.

24.   (Currently Amended) The system of claim 23 further comprising means or code for determining whether to target market to consumers residing in said geographic region based upon an estimate of either said total value of goods purchased from said retail store by consumers associated with said specified demographic ~~value~~ that live in said geographic region to total value of goods purchased in said block region from consumers having said specified demographic ~~value~~.

25.   (Currently Amended) ~~A system for determining whether to target market to consumers residing in a block regions, comprising:~~

~~a transaction data database;~~

~~a block data database;~~

~~a computer system having read and write access to said transaction data database and said block data database;~~

~~wherein said transaction data database stores a plurality of consumer records each including at least a CID data (consumer identification data) indicating a consumer CID for a customer of said retail store;~~

~~wherein said block data database stores at least one block data record for a geographic region near the location of the retail store, each block data record storing, for its corresponding geographic region, a number of people or consumers residing in that region, a number of people or consumers residing in said region that have a specified value or range of values for a specified transaction history variable;~~

~~means or code for estimating either a fraction or an absolute number of consumers residing in said block region having transaction data having either said specified value or said range of values for said specified transaction history variable to define an estimate of said~~

~~fraction or said absolute number; and~~

~~means or code for determining whether to target market to either said block region or to at least one consumer residing in said block region based upon at least said estimate of said fraction or said absolute number.~~

A system for determining whether to target market to consumers residing in a block region near a retail store, comprising:

a transaction data database;

a block data database;

a computer system having read and write access to said transaction data database and said block data database;

wherein said transaction data database stores a plurality of consumer records for customers of said retail store, each one of said plurality of consumer records including at least a CID data (consumer identification data) field indicating a consumer CID, fields for transaction data indicating transactions that occurred in said retail store, and at least a specified transaction history variable field for a specified transaction history variable; and

wherein said block data database stores at least one block data record for a geographic region near the location of said retail store, each block data record storing, for its corresponding geographic region, a number of people or consumers residing in that region, a number of people or consumers residing in said region that have a specified value or range of values for said specified transaction history variable;

said computer system programmed to use data stored in said specified transaction history variable fields for said plurality of consumer records in said transaction history database, and number of people or consumers residing in said geographic region near the location of said retail store that have a specified value or range of values for said specified transaction history variable stored in said at least one block data record in said block data database, to estimate either a fraction or an absolute number of consumers residing in said block region having transaction data having either said specified value or said range of values for said specified transaction history variable; and

said computer system programmed to determine whether to target market to either said block region or to at least one consumer residing in said block region based upon at least said estimate of said fraction or said absolute number.

26.   (Currently Amended) The system of claim 25 wherein said ~~means or code for estimating estimates~~ computer system is programmed to estimate absolute number of consumers residing in said block region having transaction data having either said specified value or said

range of values for said specified transaction history variable.

27.   (Currently Amended) The system of claim 25 wherein said ~~means or code for estimating estimates~~ computer system is programmed to estimate a fraction of consumers residing in said block region having transaction data having either said specified value or said range of values for said specified transaction history variable.

28.   (Previously Presented) The system of claim 25 wherein said specified transaction history variable is a quantity of spending in a prior time period.

29.   (Previously Presented) The system of claim 25 wherein said specified transaction history variable is quantity of purchase of a specified product in a prior time period.

30.   (Previously Presented) The system of claim 25 wherein said specified transaction history variable is quantity purchase in a specified class of products in a prior time period.

31.   (Previously Presented) The system of claim 25 wherein said specified transaction history variable is a measure of redemption of transaction incentives in a prior time period.

32.   (Previously Presented) The system of claim 25 wherein said specified transaction history variable is a measure of redemption of transaction incentive in a specified class of transaction incentives in a prior time period.

33.   (Currently Amended) The system of claim 25 wherein said ~~means or code for determining~~ computer system is programmed to determine whether to target market to either said block region or to at least one customer residing in said block region also depends upon at least demographic data variable.

34.   (Currently Amended) The system of claim 25 wherein said ~~means or code for determining~~ computer system is programmed to determine ~~wether~~ whether to target market to either said block region or to at least one customer residing in said block region also depends upon at least one derived data variable.

35.   (Currently Amended) The system of claim 25 wherein said ~~means or code for determining~~ computer system is programmed to determine ~~wether~~ whether to target market to either said block region or to at least one customer residing in said block region also depends upon at least one mixed data variable.

36-53. (Canceled).

54.   (Currently Amended) ~~A method for estimating a fraction of people having a specified demographic value that both shop in a specified retail store and live in a specified block region comprising:~~

~~providing a transaction data database;~~

~~providing a block data database;~~

~~providing a computer system having read and write access to said transaction data database and said block data database; and~~

~~storing in said transaction data database a plurality of consumer records each including at least a CID data (consumer identification data) indicating a consumer CID and a first assumed non-transaction demographic data field for storing assumed non-transaction demographic data for customers of said retail store;~~

~~storing in said block data database at least one block data record for a geographic region near the location of the retail store, each block data record storing, for its corresponding geographic region, a number of people or consumers residing in that region, and a number of people or consumers having said specified demographic value; and~~

~~using data stored in said both said transaction data database and said block data database to estimate said fraction of people having said specified demographic value that both shop in said specified retail store and live in said specified block region.~~

A method for estimating a fraction of people living in a block region near a retail store and having a specified demographic, that shop in the retail store, comprising:

providing a transaction data database;

providing a block data database;

providing a computer system having read and write access to said transaction data database and said block data database; and

storing in said transaction data database a plurality of consumer records for customers of said retail store, each one of said plurality of consumer records including at least a CID data (consumer identification data) field indicating a consumer CID, fields for transaction data indicating transactions that occurred in said retail store, and at least a first assumed non-transaction demographic data field for said specified demographic; and

said computer system determining from said transaction data associated with the corresponding one of said plurality of consumer records, whether to store a first demographic value in the corresponding first assumed non-transaction demographic data field associating said specified demographic with the corresponding one of said plurality of consumer records;

storing in said block data database at least one block data record for a geographic region near the location of the retail store, each block data record storing, for its corresponding geographic region, a number of people or consumers residing in that region having said specified demographic; and

said computer system using at least data stored in said first assumed non-transaction demographic data fields for records in said transaction data database and number of people or

consumers residing in said region stored in said block data database to estimate said fraction.

55.   (Currently Amended) The method of claim 54 further comprising said computer system generating a decision whether to target market to consumers associated with said specified demographic ~~value~~ that live in said geographic region.

56.   (Currently Amended) The method of claim 54 further comprising said computer system determining a number of consumers associated with said specified demographic ~~value~~ that live in said geographic region.

57.   (Currently Amended) The method of claim 56 further comprising said computer system determining whether to target market to consumers in said geographic region based upon either said number of consumers associated with said specified demographic ~~value~~ that live in said geographic region or an estimate of a ratio of number of consumers associated with said specified demographic ~~value~~ that live in said geographic region to total number of consumers that live in said geographic region.

58.   (Currently Amended) The method of claim 54 further comprising said computer system determining an estimate of total value of goods purchased from said retail store by consumers associated with said specified demographic ~~value~~ that live in said geographic region.

59.   (Currently Amended) The method of claim 58 further comprising said computer system determining whether to target market to consumers residing in said geographic region based upon an estimate of either said total value of goods purchased from said retail store by consumers associated with said specified demographic ~~value~~ that live in said geographic region to total value of goods purchased in said block region from consumers having said specified demographic ~~value~~.

60.   (Currently Amended) ~~A method for determining whether to target market to consumers residing in a block regions, comprising:~~

~~providing a transaction data database;~~

~~providing a block data database;~~

~~providing a computer system having read and write access to said transaction data database and said block data database;~~

~~storing in said transaction data database a plurality of consumer records each including at least a CID data (consumer identification data) indicating a consumer CID for a customer of said retail store;~~

~~storing in said block data database at least one block data record for a geographic region near the location of the retail store, each block data record storing, for its corresponding geographic region, a number of people or consumers residing in that region, a number of people~~

~~or consumers residing in said region that have a specified value or range of values for a specified~~
~~transaction history variable;~~

~~estimating either a fraction or an absolute number of consumers residing in said block~~
~~region having transaction data having either said specified value or said range of values for said~~
~~specified transaction history variable to define an estimate of said fraction or said absolute~~
~~number; and~~

~~determining whether to target market to either said block region or to at least one~~
~~consumer residing in said block region based upon at least said estimate of said fraction or said~~
~~absolute number.~~

A method for determining whether to target market to consumers residing in a block region near a retail store, comprising:

providing a transaction data database;

providing a block data database;

providing a computer system having read and write access to said transaction data database and said block data database;

storing in said transaction data database a plurality of consumer records for customers of said retail store, each one of said plurality of consumer records including at least a CID data (consumer identification data) field indicating a consumer CID, fields for transaction data indicating transactions that occurred in said retail store, and at least a specified transaction history variable field for a specified transaction history variable; and

storing in said block data database at least one block data record for a geographic region near the location of said retail store, each block data record storing, for its corresponding geographic region, a number of people or consumers residing in that region, a number of people or consumers residing in said region that have a specified value or range of values for said specified transaction history variable;

programming said computer system to use data stored in said specified transaction history variable fields for said plurality of consumer records in said transaction history database, and number of people or consumers residing in said geographic region near the location of said retail store that have a specified value or range of values for said specified transaction history variable stored in said at least one block data record in said block data database, to estimate either a fraction or an absolute number of consumers residing in said block region having transaction data having either said specified value or said range of values for said specified transaction history variable; and

programming said computer system to determine whether to target market to either said

block region or to at least one consumer residing in said block region based upon at least said estimate of said fraction or said absolute number.

61.   (Currently Amended) The method of claim 60 wherein said ~~estimating~~ programming said computer system to estimate estimates absolute number of consumers residing in said block region having transaction data having either said specified value or said range of values for said specified transaction history variable.

62.   (Currently Amended) The method of claim 60 wherein said ~~estimating~~ programming said computer system to estimate estimates a fraction of consumers residing in said block region having transaction data having either said specified value or said range of values for said specified transaction history variable.

63.   (Previously Presented) The method of claim 60 wherein said specified transaction history variable is a quantity of spending in a prior time period.

64.   (Previously Presented) The method of claim 60 wherein said specified transaction history variable is quantity of purchase of a specified product in a prior time period.

65.   (Previously Presented) The method of claim 60 wherein said specified transaction history variable is quantity purchase in a specified class of products in a prior time period.

66.   (Previously Presented) The method of claim 60 wherein said specified transaction history variable is a measure of redemption of transaction incentives in a prior time period.

67.   (Previously Presented) The method of claim 60 wherein said specified transaction history variable is a measure of redemption of transaction incentive in a specified class of transaction incentives in a prior time period.

68.   (Currently Amended) The method of claim 60 wherein said to determine ~~determining~~ whether to target market to either said block region or to at least one customer residing in said block region also depends upon at least demographic data variable.

69.   (Currently Amended) The method of claim 60 wherein said ~~determining~~ to determine whether to target market to either said block region or to at least one customer residing in said block region also depends upon at least one derived data variable.

70.   (Currently Amended) The method of claim 60 wherein said ~~determining~~ to determine whether to target market to either said block region or to at least one customer residing in said block region also depends upon at least one mixed data variable.

71-78. (Canceled).

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